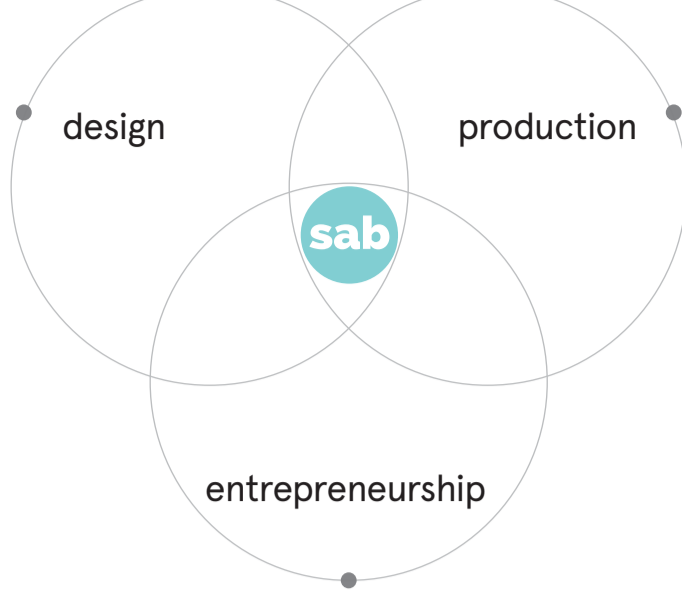




.professional profile

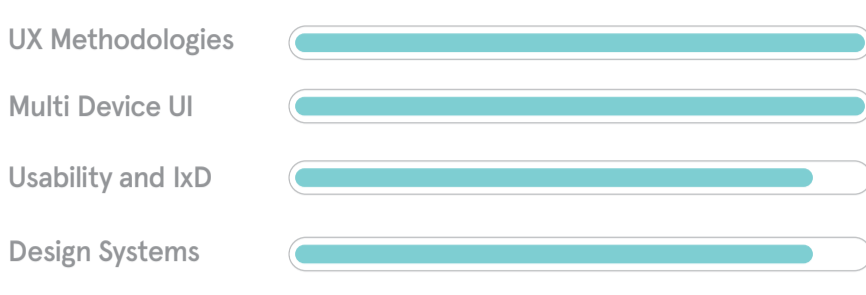
I am an interdisciplinary professional with more than 13 years of experience on the creation of digital products and services. I have knowledge and skills to lead projects from the initial stages of research, until its execution and publication.

I have worked on projects for leading companies and created digital ventures as part of my *startup* Pixlab.



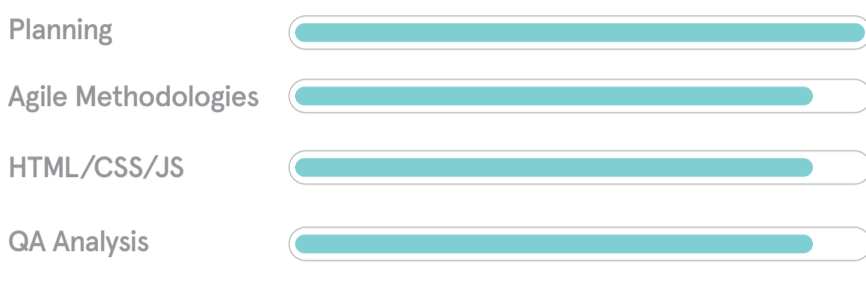
design

Using user-centered design methodologies; I research, define, prototype and validate to obtain a result aligned with business needs.



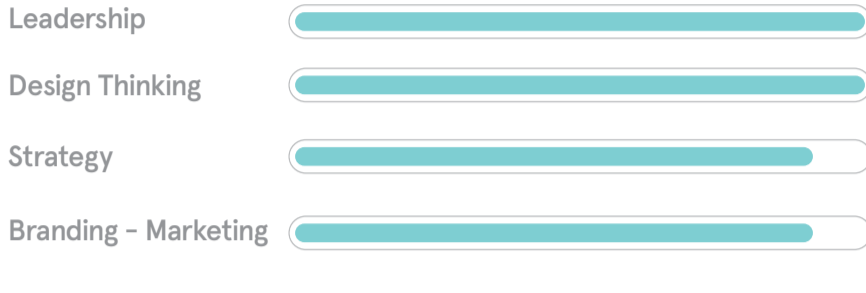
production

I am able to implement the development of digital projects, knowing the technical implications to align expectations and optimize results.

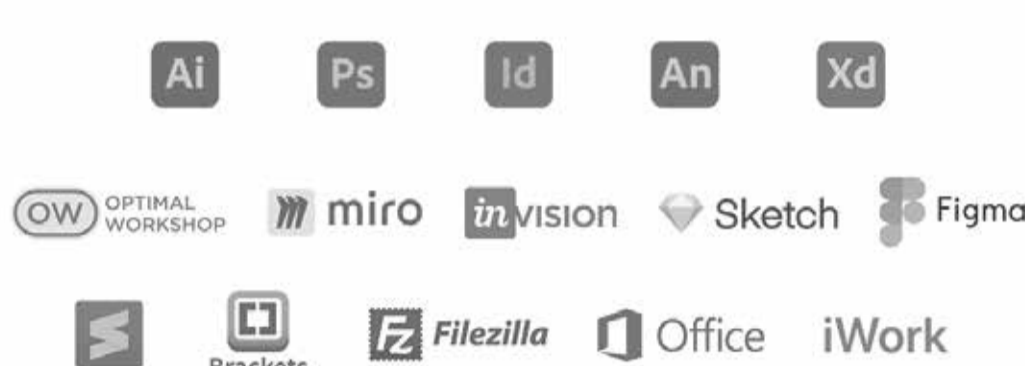


entrepreneurship

I have led projects and work teams, aimed at meeting growth and profitability goals; looking to solve problems thanks to design and technology.



software mastery:



.work experience

I started my work experience in 2008, at the agency CTI Comunicación as graphic designer. In 2009 I worked as a digital designer at Novaq Internet, where I designed web sites for clients such as Teletica, Cabletica, ULACIT, Fifco, among others. Then, in 2011 I entered to Grupo Nación, where I led the Digital Design department until 2019, in which as a team we won several international awards and we were in charge of the design and digital strategy of all the company's platforms. In 2021 I did a UX/UI consulting for the US startup UtilizeCore, with the objective of implement improvements on their SaaS platform.

Currently, I'm in charge of the user experience design and design system for Information Technology Support digital products.

In 2015 I founded my *startup* Pixlab, with which I have created digital products and services such as Quiziz, iSchool, restriCR, among others, as well as designed and developed projects for clients such as UACA, Coopeservidores, and others.

I have also been a university professor at ULACIT and Universidad Véritas, teaching design, development and digital strategy courses.

- Information Technology Support**
November 2021 - present
UX/UI Designer
UX/UI Designer in charge of the improvements, design system and redesign, of the company digital products.
- Pixlab**
September 2015 - present
CEO
Design, development and strategy of our own digital products and services such as Quiziz, iSchool, restriCR, iNeed y Oferticas. Design and development of digital platforms for clients such as UACA, Universidad Latina, Coopeservidores, Punto y Aparte, among others.
- UtilizeCore**
May 2021 - October 2021
UX/UI Consultant
Analysis, research, design, prototyping and testing for the UtilizeCore SaaS platform UX/UI improvements.
- Universidad Véritas**
January 2015 - August 2020
University Professor
Professor of the Bachelor of Design and Visual Communication, thesis qualifying jury and conceptualization of UX/UI Specialization.
- ULACIT**
May 2015 - December 2015
University Professor
- Grupo Nación**
September 2011 - March 2019
Digital Graphic Editor
Head of department in charge of the design and management of all the company's mobile applications and websites, interactive application development, editorial and commercial digital contents and social media visual identity. Planning and execution of digital strategies for brands such as La Nación, Al Día, El Financiero, La Teja, Perfil, Su Casa, Yuplón, Parque Viva, Sabores, Printea, Fusio, among others.
- Novaq Internet**
March 2009 - September 2011
Digital Designer
Account coordination of Teletica-Cabletica. Design and development of websites for company clients such as Ulacit, Fifco, Cámara de Comercio, among others.
- CTI Comunicación**
January 2018 - March 2019
Graphic Designer

.studies, congresses and competitions

In 2009 I graduated with a degree in Design and Visual Communication from the Universidad Véritas. In 2011 I started a career in Advertising at Universidad Latina. I have received complementary courses in leadership, project management and web development. I also have a conversational English diploma from the Technological Institute of Costa Rica.

As part of my *startup* Pixlab, I have participated and been a finalist in entrepreneurship contests such as Yo Emprendedor, Seedstars and DeMentes by TD Más. I have been a speaker at various conferences on entrepreneurship, design and innovation.

- Universidad Latina de Costa Rica**
January 2011 - to be concluded (85%)
Bachelor of Advertising
- Universidad Véritas**
January 2005 - December 2008
Bachelor of Design and Visual Communication
- Grupo Nación**
May - August 2016
Leadership course

January - August 2014
Project management course (PMBOK Guide)

April - June 2012
Web development course (HTML/CSS/JS)
- Instituto Tecnológico de Costa Rica**
January 2001 - July 2003
Diploma of Conversational English (Proficiency 80%)
- Entrepreneurship contests**
November 2019
SEMIFINALIST: DeMentes by TD Más (app iSchool)

September 2017
FINALIST: Seedstars by Procomer (app Quiziz)

November 2016
FINALIST: Yo Emprendedor (app Quiziz)

July 2016
WINNER: Éxito Seminar (app Quiziz)
- Congresses and talks**
February 2020
SPEAKER: Entrepreneurship in Education
SPEAKER: Orientadores de Costa Rica

September 2016
SPEAKER: Design and Innovation Meeting
Universidad Véritas

August 2015
SPEAKER: The Future of Digital Design
Campus Party Costa Rica by ULACIT

June 2015
SPEAKER: Multi-Device Design
TechAcademy ULACIT

.profesional references

Throughout my career, I have had the opportunity to work alongside high-level professionals who can give reference to my work:

| | | |
|---|---|---|
| <p>Pedro Abreu PRESIDENT Grupo Nación 6001 1621</p> | <p>Guillermo Naranjo TECHNICAL LEAD INTEL Costa Rica 6043 5980</p> | <p>Ileana Agüero INNOVATION LEAD Coopeservidores 7015 5929</p> |
| <p>Andrés Dobles PERFORMANCE LEAD EY Centroamérica 8892 5622</p> | <p>María Elena Chávez PROJECT MANAGER CÁMARA DE INDUSTRIAS DE C.R. 8702 7788</p> | <p>Yanancy Noguera CEO Asociación Punto y Aparte 8705 9614</p> |

.that's all friends :)

Thank you very much for getting here, I am happy to be at your disposal to coordinate a meeting or interview: